BTEC Assignment Brief

Qualification	BTEC International Level 3 Foundation Diploma in Esports BTEC International Level 3 Diploma in Esports BTEC International Level 3 Extended Diploma in Esports
Unit number and title	Unit 20: Esports Enterprise Launch Learners must have completed *Unit 5: Enterprise and Entrepreneurship in the Esports Industry* before completing this unit
Learning aims	**D** Undertake start-up activities for esports enterprises
Assignment title	Esports Start-up Launch
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Esports World Ltd. would now like you to bring your enterprise idea to life and make it a reality. Now that you have created the values and ethical code for your enterprise and negotiated and set up your supply chain, it is now time to launch your enterprise.

Task 1	You should produce an enterprise launch plan that identifies all the activities and tasks required to get your business up and running. Each task should have the required human and physical resources allocated to it and have a deadline for completion. You should also plan for milestone review points, so that progress against each task can be monitored. This will enable you to make appropriate interventions and changes as required. You may wish to present your plan as a Gantt chart. Ahead of your launch, you must ensure that you have: • undertaken the relevant financial activities e.g. obtained funding, set up financial records etc. • obtained any required legal permissions and/or licences • undertaken required marketing and promotional activities as identified in your launch plan. You should reflect on the running and progress of your enterprise at regular milestones. At each milestone, you should evaluate the supply chain and justify how this could be improved in terms of increasing profitability and meeting customer needs.
Checklist of evidence required	• Enterprise launch plan • Evidence of you undertaking start-up activities e.g. observation records, video evidence, reports, email trails, annotated documents • Evaluative report relating to supply chain

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
20/D.D3	Evaluate the supply chain for own esports enterprise, justifying suggestions for improvement.
20/D.M4	Undertake esports enterprise start-up activities within a proposed timeframe.
20/D.P5	Devise a set of deliverable activities to bring a product to market
20/D.P6	Undertake financial esports enterprise start-up activities
20/D.P7	Obtain required registrations and legal permissions
20/D.P8	Undertake marketing and promotion activities from own business plan
20/D.P9	Review achievement of esports enterprise start-up activities
Sources of information to support you with this Assignment	**Websites** britishesports.org/ esportsobserver.com redbull.com/gb-en/ ukie.org.uk/ excelesports.com/ researchgate.net/ businessballs.com/strategy-innovation/quick-business-plan-or-operational-plan-template/